

DRAFT Westlake Avenue North Parking Management Plan

The Seattle Department of Transportation (SDOT) is developing a parking management plan for more than 1,200 public parking spaces along the Westlake Avenue North corridor between Valley Street and the Aurora Bridge. Public comments on this draft plan will be accepted through July 7, 2006.

In 2005, the SDOT Westlake Avenue North Parking Study found that over 70% of the parking area was fully occupied for more than four hours a day. These data demonstrate that the existing combination of time-limit signs and unrestricted parking is not adequate to manage parking to meet the City's economic and transportation goals. These goals are to: ensure customer access to businesses; reduce drive-alone auto trips; and balance the needs of all the different parking users who rely on the Westlake Avenue North parking spaces.

Westlake Parking Management Plan Objectives:

- Maintain access to parking for all users in a way that meets City goals
- Balance a variety of user needs
- Strive for simplicity
- Provide parking and transportation options

The draft parking management plan responds to over 300 citizen comments received since the summer of 2005. The plan takes an innovative approach to parking management to serve the needs of many different users, including:

- Customers to marina businesses, offices and restaurants
- Residents
- Employees and business owners
- Long-term marina users

Designated Parking Areas

The draft plan proposes three different types of parking areas, as shown on this map:

General Parking Area and Residential Parking Zone (RPZ)

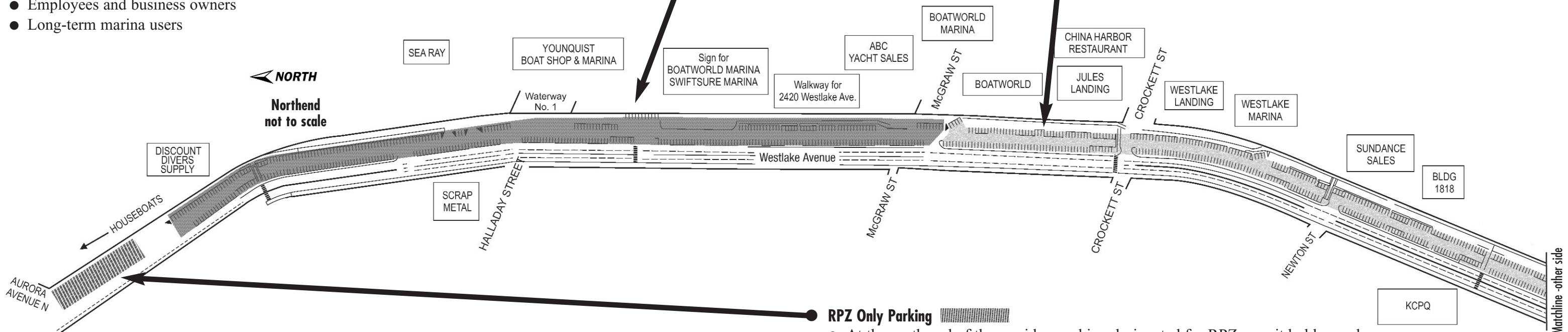
- Lower rate parking areas for residents, employees and long-term users
- Pay-and-display pay stations issue a receipt for the vehicle for use in the Westlake Avenue North parking area only
- Allows hourly, all day and multiple day (e.g., one week) parking
- Allows in-and-out parking in the Westlake Avenue North General Parking Areas
- Allows RPZ permit-holders to park in this area at no additional cost
- Represents approximately half of the parking supply

Premium Parking Area

- Higher rate parking convenient to high-demand areas
- Pay-by-space pay stations eliminate the need to return to the vehicle
- Allows hourly, all day and multiple day parking
- Does not allow in-and-out parking per transaction
- Does not allow parking by RPZ permit holders without payment
- Represents approximately half the parking supply

RPZ Only Parking

- At the north end of the corridor, parking designated for RPZ permit holders only
- Parking by vehicles other than RPZ permit holders and their guests prohibited
- RPZ permits available from the Seattle Department of Transportation for a bi-annual administrative fee
- Residents on the east side of the corridor are eligible for a permit



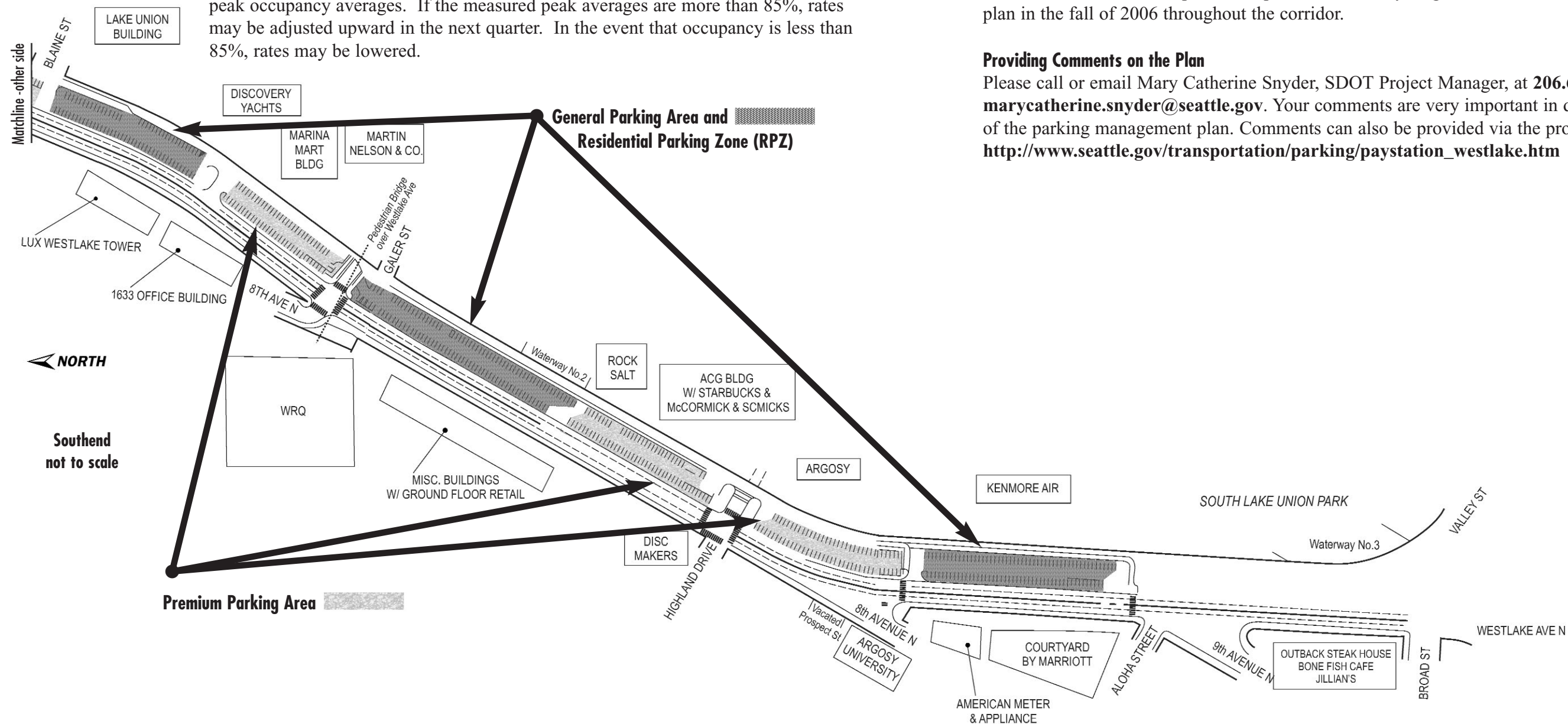
Innovative Approach to Parking Management: Performance-Based Pricing

SDOT is creating a new system of parking management along the Westlake Avenue North corridor, recognizing that the area has a variety of users with different parking needs. Performance-based pricing relies on the price of parking, instead of time limits, to achieve an optimum peak parking occupancy rate of 85%. At 85% occupancy, the next arriving customer, visitor or employee should readily be able to find a parking spot and spend less time circulating looking for a place to park.

How Does Performance-Based Pricing Work?

- The hourly price of parking is set at the lowest possible level to ensure some space availability and to minimize search times
- Initial pricing for fall 2006 would begin well below the existing \$1.50 per hour charged in other areas of the city
- The hourly price of parking may be adjusted quarterly (up or down) as necessary to achieve the optimum parking space availability of about 15% (adjustments likely will occur in \$0.25 cent increments)

For example, after establishing the initial parking rates (e.g., General at \$0.50 and Premium at \$1.00 per hour), SDOT staff will monitor the parking areas and measure peak occupancy averages. If the measured peak averages are more than 85%, rates may be adjusted upward in the next quarter. In the event that occupancy is less than 85%, rates may be lowered.



Technology Description:

Pay-and-display: When parking is purchased in a pay-and-display area (General Parking Area), the driver is issued a receipt with the parking expiration time. This receipt is displayed in the appropriate vehicle window as proof of purchase. As long as General parking spaces are available, a driver has in-out parking flexibility during the period of paid parking in the Westlake Avenue North parking area.

Pay-by-space: When parking is purchased in a pay-by-space area (Premium Parking Area), the driver enters the space number at the pay station. The receipt that is issued is only for proof of purchase and does not need to be displayed in the vehicle. A central computer will notify enforcement when paid time expires. Additional time can be purchased to extend a stay by returning to the pay station and entering the space number.

Next Steps

SDOT is hosting two open houses on June 6, at 11:30 am and 5:00 pm. The open houses will be at the Grand Hall in the Naval Reserve Building at South Lake Union Park, 860 Terry Avenue North. After taking public comments into consideration, SDOT will report back via the project website and a mailing to the entire corridor. This update is expected to occur by August 2006. SDOT intends to implement the plan in the fall of 2006 throughout the corridor.

Providing Comments on the Plan

Please call or email Mary Catherine Snyder, SDOT Project Manager, at **206.684.8110** or **marycatherine.snyder@seattle.gov**. Your comments are very important in developing the details of the parking management plan. Comments can also be provided via the project web page at **http://www.seattle.gov/transportation/parking/paystation_westlake.htm**